

ABSTRACT OF THE DISCLOSURE

Since in a conventional service providing system including shopping service systems, the service servers are selected by the service users so that the service condition cannot be configurable such that certain specific users are eligible to connect to high quality, high performance service servers while other users are not. In accordance with the present invention, in a service providing system including shopping service systems, a facility is provided for selecting one of service servers of different service contents on the basis of the user records of service users.